

(6 pages)

Reg. No. :

Code No. : 7771

Sub. Code : HKCM 24/
HKAM 24

M.Com./ M.Com. with Computer Application (CBCS)
DEGREE EXAMINATION, APRIL 2016.

Second Semester

Commerce/Commerce with computer Application

BUSINESS ENVIRONMENT

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Business decisions are conditioned by two broad set of factor viz _____
 - (a) Internal – external environment
 - (b) Firm and remote environment
 - (c) Physiological and task environment
 - (d) None of the above

2. _____ approach takes a very broad view of business environment

- | | |
|-----------|-------------|
| (a) Micro | (b) General |
| (c) Macro | (d) Remote |

3. An integral part of the social system and which is influenced by other elements of the society is the _____.

- | | |
|--------------|-----------------|
| (a) business | (b) industry |
| (c) people | (d) all of them |

4. _____ committee report is the first formal and comprehensive attempt to evolve a code of corporate governance

- | | |
|-----------|----------------|
| (a) Biral | (b) Rangarajan |
| (c) Dave | (d) Gaigil |

5. The parliamentary control over public enterprises is exercised by _____.

- | |
|-----------------------------------|
| (a) holding debates in parliament |
| (b) interpellation |
| (c) parliamentary committees |
| (d) all of them |

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6. SICA is abbreviated from
- Sick industrial companies Act
 - Special industries companies Act
 - Sick institutions companies Act
 - Sick institution corporate Act
7. _____ encompasses doing or plan to expand, global orientation and locating business concerns properly etc.
- Liberalisation
 - Globalization
 - Privatisation
 - All
8. The national economic policies are significantly influenced by the principle policies and agreements of _____.
- WTO
 - TRIPS
 - TRIMS
 - GATT.
9. On the basis of the extent of social orientation and involvement of companies they can be
- Anti-social
 - Indifferent and peripheral
 - Socially oriented, committed and very active
 - All

10. The word _____ connotes that the business has some moral obligations to the society.

- Personality
- Brevity
- Responsibility
- Connectivity.

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) State some important common entry barriers.

Or

- (b) What do you mean by Micro environment?

12. (a) How was the scope of private sector and dismantling of entry expanded?

Or

- (b) Narrate the features of industrial policy upto 1991.

13. (a) Explain average cost pricing.

Or

- (b) Define joint sector.



14. (a) What are the types of foreign investment?

Or

- (b) Differentiate TRIPS from TRIMS.

15. (a) Define social orientation.

Or

- (b) Are there obstacles to social audit? Explain.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Narrate the techniques for environmental forecasting.

Or

- (b) Explain the various approaches to environmental analysis.

17. (a) "There are short run and long run objectives in business". Comment.

Or

- (b) Narrate the need and importance of corporate governance.

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18. (a) To what extent privatization is helpful to business?

Or

- (b) Narrate the causes and nature of industrial sickness.

19. (a) Narrate the essential condition of globalization.

Or

- (b) What type FIs are available? Explain comment.

20. (a) Explain about corporate social responsibility.

Or

- (b) Narrate the social responsibility modes.

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